

HOW TO APPLY FOR THE 2010 MARYLAND

LAW ENFORCEMENT CHALLENGE









Contents

What is the Maryland Law Enforcement Challenge?	3
Why does Maryland have a Law Enforcement Challenge Program?	3
What's in it for my department?	3
How is an application judged?	4
Completing a 2010 LEC Application	4
General tips on creating a winning submission	5
Organizing an application	6
Two suggested structures for organization	6
Policies & Guidelines (Max 10 Points)	7
Traffic Safety Training (Max 20 Points)	8
Incentives & Recognition (Max 20 Points)	8
Public Awareness Activities (Max 60 points)	9
Specialized Enforcement (Max 70 Points)	10
Enforcement Strategy (Max 70 Points)	11



What is the Maryland Law Enforcement Challenge?

The Maryland LEC promotes competition among Maryland law enforcement agencies (LEAs), while recognizing and honoring those LEAs excelling in traffic safety enforcement. The program is coordinated in conjunction with the Maryland Chiefs of Police Association (MCPA), the Maryland Sheriff's Association (MSA), and the Maryland Highway Safety Office (MHSO) and is closely related to the National Law Enforcement Challenge sponsored by the International Association of Chiefs of Police (IACP).

The main areas included in a Maryland LEC submission are efforts to enforce the State's occupant protection laws (including adult safety belt use and child passenger safety), impaired driving prevention, and aggressive driving prevention. LEAs participating in the Maryland Law Enforcement Challenge are encouraged to provide information regarding enforcement efforts which promote a comprehensive traffic safety plan, such as motorcycle safety, younger/older driver safety, pedestrian/bicyclist safety, and innovative programs or technologies.

Why does Maryland have a Law Enforcement Challenge Program?

Maryland focuses its statewide approach to traffic safety using the 4 E' - Enforcement, Education, Engineering and Emergency Medical Services (EMS). Effective enforcement is one of the most impactful ways by which traffic crashes and the resulting injuries and fatalities can be avoided. Without effective enforcement, reducing traffic crashes would be virtually impossible.

The Maryland LEC focuses on promoting competition among LEAs, and this program is an effective outlet to communicate overall highway safety objectives. In addition, the LEC helps focus LEAs on the issues facing Maryland motorists.

Maryland proudly supports its statewide law enforcement partners and the MCPA, the MSA, and the MHSO believe the Maryland Law Enforcement Challenge is vital to maintaining effective traffic enforcement.

What's in it for my department?

This competition is a means for law enforcement agencies to increase their attention to traffic safety and it provides opportunities for recognition of exemplary programs. Additionally, the program is an incentive for continuing traffic safety activities, and documentation of agency effectiveness that can be used in future grant proposals.

Every agency participates in some degree in traffic safety programs, so participation does not require a great deal of extra commitment on an agency's part. Accurate documentation of enforcement and public awareness activities has produced many winners and this documentation helps provide accountability and validate the value of a strong traffic program.



Being recognized as a winner brings a great deal of positive attention to a department. The MHSO has helped to publicize winning agencies through press releases and the development of a traffic safety marketing tool in the form of a LEC Calendar that is sent to police chiefs and sheriffs throughout the State. Finally, the MHSO has instituted a performance based incentive grant program for the winning agencies, an activity that will be continued as resources allow.

How is an application judged?

Applications will be placed in the appropriate category by size and type of agency, including those with non-enforcement functions. Once all entries have been received, a panel of judges constituting police chiefs, Sheriffs, and other officials will review each application. Points will be assigned in each reporting category, as defined in the Maryland LEC Criteria forwarded to every LEA at the beginning of 2009, during the review of these applications. Please note that a Chief or Sheriff, or their appointed representative, will abstain from, and will not be present during, the judging their agency's application.

After all of the applications are scored, the LEAs will be ranked in their respective categories. There may be categories where no awards will be presented due to a lack of entries, and judges may also choose to not elect a winner if it is felt that the criteria were not met by agencies in a category.

The judging of the Maryland LEC is a subjective system, and different judges will have dissenting views regarding an agency's efforts; however, this system is designed to encourage discussion among judges and result in a consensus opinion. Judges are provided with an outline of expectations in the form of a Judging Manual and a brief training session on expectations for the judging session. The manual outlines points available in each category and judges are also provided with comment sheets that will be shared with the agencies competing in the LEC. The names of an agency's specific judges are kept confidential and all judges must be impartial in their review of an application.

Competing LEAs in the Maryland LEC Program may rest assured that all efforts will be judged fairly, and if required, the panel of judges may request additional information regarding an agency's efforts. At the end of the judging period, a copy of an agency's score sheets and comments by the judges will be provided so that each agency fully understands the results of the judging. These sheets and comments will be useful in preparing submission for the upcoming 2011 Maryland LEC campaign.

Completing a 2010 LEC Application

By adhering to these basic recommendations, an agency will ensure that its LEC application is organized and presents complete information to the panel of judges. There are three main keys to organizing a very successful LEC submission:

 There is only one chance to make a good first impression. A well-organized book (either bound or in a binder), with tabs to separate the sections is a vital first step in completing an LEC submission. Organizing a binder leads to increased effectiveness



in completing the requirements of each section. The Maryland LEC Program recognizes effective traffic safety enforcement above all else but an attention to the appearance of the overall application will be considered.

- 2. Address all of the requirements of the 2010 LEC Criteria. Skipping sections or failing to address important topics is assuredly going to cost points during the LEC judging. The 2010 LEC Criteria have been distributed to all LEC Coordinators, as well as local Community Traffic Safety Program (CTSP) Coordinators. CTSP Coordinators are tasked with promoting highway safety at a county or regional level and are available to assist LEC Coordinators in preparing submissions. A list of the CTSP Coordinators is included at the end of this document in Appendix 1.
- 3. Organize and complete sections of an application as the activities are conducted. Staying on top of an agencies activities and enforcement results assures that a coordinator is not hurriedly compiling a submission at the deadline. For instance, after the May Click it or Ticket period, it will be helpful to complete a write up of enforcement activities for that period, copy any press releases that were issued, and place photographs of any activities that were done during that period into a submission.

It is strongly recommended that an agency's LEC Coordinator set up his or her binder in a manner that will allow completion of a section as time allows. Policies may be copied and placed into the binder and narratives can be organized so that notes may be added as activities and enforcement periods conclude. Please feel free to use the county or regional CTSP Coordinator or the MHSO as resources in completing an application.

General tips on creating a winning submission

- The 2010 Maryland LEC Application Form provided by the MHSO MUST be used as a cover sheet;
- <u>Allow the judges to judge effectively</u> a neat, well-organized application will make huge impact;
- All entries should be no more than 1 ½ inch in thickness, whether bound or placed in a binder;
- Organize the categories of the binder in the same order they are listed in the application these are also the same order of the cover sheet;
- <u>Provide responses to the required information in every emphasis area</u> if an agency did not participate in an activity, an explanation should be provided for judging purposes;
- <u>Every piece of relevant information is important</u> judging may be tight at times, and
 in some cases agencies are separated by a matter of just a few points. Failure to include
 applicable data can make the difference between winning or not winning in a category;



- Graphs and charts are very helpful to succinctly illustrate accomplishments, specifically relating to enforcement numbers;
- Explain changes in enforcement numbers numbers of arrests, citations and warnings fluctuate as a natural part of police work. Explain the changes in these numbers over the past three years (at a minimum) and take the time to let the judges know what changes were done to an agency enforcement strategy to affect those numbers;
- <u>Include only what counts</u> the 2010 Maryland LEC focuses upon quality of information provided rather than quantity. Accurate documentation of required activities and those that are important to traffic safety effectiveness will be valuable during judging;
- **Do not include actual handouts or incentive items(key rings, pencils, etc.)** provide a photo if such inclusion is deemed necessary;
- Make sure to provide captions for photos; and
- <u>Submissions must be in paper format, meaning that no video or audio presentations will be accepted;</u>

Organizing an application

No restrictions have been placed upon standard formatting for completing a 2010 Maryland LEC application; however some suggestions for making an application more attractive to the judges are provided in this section. Most importantly, *follow the order of categories as provided in the 2010 Maryland LEC Criteria*. Not only will this ensure that all areas are covered in an application, it aids judges in accurately comparing data from one agency to the next.

Two suggested structures for organization

As previously mentioned, there is no set way that an application must be organized. With that in mind, there are two basic methods for organization that have been very successful in past LECs.

1. Chronological

Some agencies have elected to organize an application by chronological date, and more specifically broken out by month. This method allows an agency to demonstrate activities that were done in specific periods, such as Click it or Ticket in May, Smooth Operator in June, July, August and September, and various DUI activities throughout the year.

One advantage to this approach is that a Coordinator may do a recap at the end of the month and populate the document with enforcement statistics for a given month, add to narratives for recognition, training and public awareness activities, and to pull relevant statistics for any given period.



Using a chronological method has the main advantage of allowing sections to be completed a little at a time but will require revision at the end of the year to ensure consistency and accuracy.

2. Subject Matter

Yet another approach used is the organization of a submission by traffic safety area. Agencies have collected information on various efforts and compiled them into a synopsis relevant to each section. For instance, an agency may track all enforcement efforts conducted throughout the year to support *Click it or Ticket* and then organize a narrative in the Enforcement Strategy section detailing those activities

While tracking enforcement effort details, the agency also tracks any public awareness efforts done for *Click it or Ticket* and again, organizes a synopsis of all yearly public awareness activities for *Click it or Ticket* and places that narrative in the Public Awareness section. The same is then done for other traffic safety areas.

Regardless of organizational style, a submission must include all required narratives, including (in order) the following:

Policies & Guidelines (Max 10 Points)

Provide a copy of your agency's policies or guidelines for safety belt use within an agency, as well as any other policies that apply to an officer's use of an agency or personal vehicle. For instance, if your agency has a disciplinary policy in place that explicitly details punishment if an officer is found to be impaired or acting in a negligent manner while driving, include that information.

In regard to external policies which govern enforcement-related activities for safety belt use, impaired driving, and speed, please include the **actual copy** as judges will need to see the date the policies became effective, as well as other critical information. Include only the pages with the applicable policy, not the entire policy book. If your agency has no policy, provide a brief statement saying so.

Enforcement policies are clear directives emphasizing the importance of enforcement related to impaired driving, speeding and other aggressive driving behaviors, and seat belt and child safety seat enforcement for your department.

- Enforcement guidelines should be specific one for each –Impaired Driving/Speeding/Seat Belts & Child Seat enforcement;
- Guidelines may be **part of** a policy/procedure statement, agency goals and objectives, operational plans or internal memorandum;
- The policies should be directed to ALL agency members, not just a traffic unit;



- Neither a copy of the state law nor a memorandum recommending belt use is considered a policy; and
- Do not include operational plans or process procedures (DUI checkpoints) unless necessary for the application.

Traffic Safety Training (Max 20 Points)

Outline the training conducted/received during the year in each of the following areas:

- Occupant protection;
- Impaired driving prevention;
- Speed enforcement; and,
- Other overall comprehensive traffic safety training.

As it relates to the Application From, each agency is required to submit the number of officers that received training in each of the aforementioned areas. There may be instances where no officers were trained in a specific area, especially in cases of small agencies. Please note that academy-level or FTO training is not to be included in these figures. Recent training over the past few years that is still current (child passenger safety technicians, crash reconstructionists, etc.) is acceptable and an officer hat may have been trained in a previous year but whose certification is still current, may be included in these figures.

In the narrative of the report detailing training, be sure to provide any pertinent supporting documentation, such as internal training documents or training certificates. This is also a good time to identify situations that may have prevented training from taking place, or to highlight specific training achievements.

Incentives & Recognition (Max 20 Points)

This section is new for Maryland's LEC and it is intended to highlight the methods by which an agency motivates individuals to conduct quality traffic enforcement. Judges will look for ways which an agency recognizes the efforts of its personnel and how the agency communicated that traffic safety is a priority in the community and the agency itself.

Some recognition programs come from within an agency, such as rewarding or recognizing an officer that excels in DUI or seat belt enforcement. Other programs are conducted by the MHSO or traffic safety organizations such as Mothers Against Drunk Driving. In any case, the narrative section of the report allows for an agency to spotlight how an emphasis is placed on traffic enforcement and in recognizing officers that excel in this area.

Agencies must provide written evidence of their participation in both internal and external recognition programs, such as:



- Saved by the Belt, which recognizes motorists involved in traffic crashes that were saved from injury or death because they were wearing their seat belt. Even motorists who were not injured at all should be recognized if the crash dynamics show they would have been injured had they not buckled up.
- Maryland's DUI Awards, which are held every year and honor the best and the brightest officers Maryland has to offer with respect to DUI enforcement. Officer nominations are requested by the MHSO and documentation of nominations and awards should be included in your applications.
- Smooth Operator Award, typically given away each year to those officers that have demonstrated a commitment to preventing aggressive driving and speeding.

Letters of commendation, uniform pins or ribbons, plaques, etc. are examples of recognition, as are copies of certificates or other officer recognition. These types of recognition, along with any others not listed here, should be detailed and included as a part of an agency's narrative.

Public Awareness Activities (Max 60 points)

The narrative for this section covers any activity that an agency does to promote traffic safety outside of actual enforcement, such as press releases, PSAs, making presentations to schools, or organizing local events. A detailed list of activities conducted during 2010 that may be included can be found in the 2010 Maryland LEC Criteria document.

Be sure to include relevant media and community outreach activities on all required campaigns, including *Click it or Ticket, Smooth Operator*, and *Over the Limit. Under Arrest./Checkpoint Strikeforce*.

- An agency must provide copies of press releases, advisories, PSA scripts, newspaper or website articles, newsletters, photographs, proclamations, and/or printed material, i.e. posters, flyers or brochures;
- If you submit a press release or letter to the editor and it was not published, include this information in the entry. You will receive credit for the attempt, even if the media did not use the submission:
- Include public awareness activities in other traffic safety areas or programs, such as pedestrian safety, motorcycle safety, commercial vehicle enforcement, etc.;
- In organizing this section, you may wish to organize the list of activities by chronological order or by traffic safety area. Either is fine as long as the submission is well organized;
- Pictures are very helpful in this section as visible proof that a LEA's officers were interactive with the community and/or media are very powerful when demonstrating an agency's ability to promote traffic safety.



Specialized Enforcement (Max 70 Points)

Specific enforcement activity must be listed on the Application Form. Please be aware of and address all of those requirements on the form, and keep in mind that three years worth of citation and arrest data is required. <u>For the form, please make sure that the statistics entered reflect levels for all of 2010, and not just the Required Reporting Periods.</u>

In the narrative section, it is advisable to report statistics for the whole year, as well as those for a specific campaign. For instance, giving the judges seat belt citation data for all of 2010 is a great beginning but this section is also looking at how an agency supported Maryland's dedicated seat belt enforcement campaign, *Click it or Ticket*, which occurs in May and the latter half of November. By taking the time to break out enforcement activity for these specific seat belt enforcement periods, judges will see an agency's commitment to Maryland's major traffic enforcement campaigns and how that agency helped the State achieve goals for seat belt use.

When addressing the requirements of this section in the narrative, your organization of the entry will be a key factor in gaining the most possible points. As one of the sections with the largest point totals, it is imperative that judges be able to accurately understand the numbers presented.

In the required narrative, also provide information on joint operations with other agencies, citation/warning data for other traffic safety program areas, and any other information deemed relevant to the submitting LEAs application. Some important considerations for this section include:

- The number and type of special enforcement operations;
- A brief narrative concerning accomplishments during each operation; and
- A narrative including relevant data related to other offenses (CDS, stolen vehicle recovery, weapons recovery, fugitives apprehended).

Points will be awarded in this section based upon your agency's use of available resources. The numbers that are reported should be proportionate to an agency's capabilities and if any special restrictions exist that prevent an agency from operating at peak efficiency, briefly explain these limitations (such as temporary reductions in officer personnel) in the narrative.

While your personnel may not conduct the actual enforcement component, service in these initiatives as a child safety seat technician, traffic monitor, or other valuable volunteer will be given credit if documented. For example, Project Extra Eyes utilizes volunteers to identify potential drunk drivers and participation in this example would garner credit for an agency.



Enforcement Strategy (Max 70 Points)

Essentially, this section is intended to show how effective an agency was throughout the course of the year and how that agency increased its effectiveness from previous years. This section requires that an agency conduct some research into its overall level of effectiveness by comparing 2010 data (citations, arrests, etc.) with **two years of previous data.**

A successful entry will first address the required components of the Application From (seat belt use rate, crash data, and percentage of impaired driving crashes). Data can be supplied through CTSP Coordinators, the MHSO, or through the national Study Center for Trauma and EMS.

In the narrative, an agency should succinctly and effectively demonstrate how enforcement levels were increased, i.e. the number of actual enforcement operations and resulting citations, warnings and arrests, during the specified time periods. In addition, this section is a way for agency to document how it increased the **effectiveness** of a prior year's enforcement efforts. Some examples of these increases in effectiveness could be re-targeting patrols to roadways that have shown to have higher instances of impaired driving, implementing or utilizing programs such as DDACTS, creating a dedicated traffic safety unit, or any other measure that was intended to promote enforcement effectiveness.

At a minimum, address your traffic program's effectiveness in the following areas—change in safety belt use, change in the number of speed- and alcohol-related fatalities and injury crashes from previous years, and change in the total number of crashes from previous years. Your effectiveness documentation should also include results of some of your enforcement programs.

If factors limited your agency's operations, please explain these changes so that they may be considered during judging.

Bonus – Comprehensive Traffic Safety Program (Max 25 points)

Agencies will have the opportunity to earn bonus points, awarded at a judge's discretion, for participating in Community Traffic Safety Program Task Forces, other local traffic safety-related organizations, and the MHSO's statewide task forces, including but not limited to the Impaired Driving Coalition, the Smooth Operator Task Force, and the Occupant Protection Task Force.

The CTSP Task Force meetings are of paramount priority, as those meetings often involve local traffic enforcement efforts that benefit specific counties and communities. An agency that shows a strong commitment to these meetings, not only attending but being a part of local efforts, will receive substantial consideration for bonus points.

In regard to the MHSO Task Forces, attendance is requested but as these meetings take place in a very centralized location in Annapolis, it is fully recognized that time may be better spent conducting activities rather than traveling to and from these meetings. With that in mind, if agency personnel cannot make the Task Force meetings due to travel or personnel restrictions,



it is advisable to contact the MHSO Coordinators to see how an agency can become involved with or support statewide traffic safety initiatives.

It should be noted that simply attending these meetings does not supersede actual participation in activities. An agency which has an attendee at a meeting but shows no initiative to become involved with either a CTSP or the MHSO will not earn more points than an agency that does become involved, irrespective of attendance at a meeting.

Innovative programs or new methods of data collection that were developed by an agency may be included from all traffic safety areas. Commercial Vehicle Enforcement, the use of new technology or data collection, and the implementation of evaluation projects should be included here as well.

How will judges score an application?

Upon receipt of all submissions, a panel of judges comprised of current and former law enforcement personnel from across the State will evaluate each submission. The judges will then score each agency based upon his or her perception that the criteria have been fulfilled. Points awarded will be at the judge's discretion per guidelines presented prior to judging. Scoring in the 2010 LEC will be based upon a maximum of 250 points, with the potential that an agency may also receive up to 25 points as a bonus for implementing or exhibiting enforcement or education efforts in additional traffic safety areas, as described in this document.

Judges are provided with specific guidance on how to best score a submission based on quality of the content provided by each participating LEA. Each entrant in a category is evaluated by the same team of judges to ensure that a consistent application of the criteria in achieved. Feedback for each submission is recorded and provided to an agency after the application is reviewed and winners are announced. It is highly advisable to keep and use these feedback sheets to help drive future submissions.

Judges will first look for completeness of an application as it relates to the sections defined in the 2010 LEC Criteria. It is imperative to list as much relevant information for those sections, including data you may have used to help an agency build, execute and evaluate its overall traffic safety programs.

Judges will also be looking for any relevant data to show how an agency is impacting crash statistics in a jurisdiction, including changes to the number of crashes in a County or jurisdiction and how an agency made a positive impact to traffic safety in its community. If the changes are important to a LEA, it is important to elaborate upon those changes in a brief narrative and explain how the changes were made and the positive impact to overall public safety.

When completing the application, it is important to read the criteria and make sure that information pertaining to all sections is provided. Incomplete applications are heavily penalized and, when guidance or clarification is required, participating agencies are encouraged to direct



questions to their local Community Traffic Safety Program (CTSP) Coordinators or to the Maryland Highway Safety Office. A full list of CTSP Coordinators is provided as **Addendum 1** of the 2010 Maryland LEC Criteria document.

Final thoughts on completing the application...

The Maryland LEC program is intended to be a rewards mechanism for excellent police work. Judges immediately recognize organization and this is a key to a great first impression. An element shared by all winners in 2009 was a dedication to staying organized and not waiting to complete the application at the last minute. Such a methodology produces very rushed results that are not indicative of most agencies commitments throughout the year.

If an agency does not win in its category, it does not automatically constitute a failure of that agency - it is only indicative of the fact that another agency in a specific category may have done better. The Maryland LEC can be a significant learning opportunity and it is also a great way to earn valued recognition for a LEA in its community.

Above all else, the MCPA, the MSA, and the MHSO value the contributions of all of Maryland's law enforcement agencies and each agency makes a tremendous difference in its community. Maryland's motorists and residents benefit every day from the work done by Maryland's LEAs.

If you have questions or wish to provide feedback on any facet of the program, please contact Tim Richards, the MHSO's Occupant Protection Program Coordinator, at 410-787-4077 or at trichards@sha.state.md.us.



Have you included:

HOW TO APPLY | 2010

2010 LEC Submission Checklist

This simple checklist is provided to help ensure that you report on those activities relevant to the 2010 Maryland LEC. This is a partial list of some of the required materials.

A completed Application Form?
Information on all relevant Policies and Procedures?
A description of any Traffic Safety Training , including the number of officers trained in each category on the Application Form?
Information regarding internal and external traffic safety Incentive and Recognition programs?
An outline of Public Awareness efforts and programs for all required Challenge Program areas? (Occupant Protection, Aggressive Driving and Impaired Driving)
An outline of Public Awareness efforts and programs for any additional traffic safety areas?
Required citation/warning/arrest information for the Specialized Enforcement category?
A narrative in the Specialized Enforcement category regarding joint operations, and the positive impact an agency's operations had to the community?
A list or outline in the Enforcement Strategy category that explains how an agency/barrack promotes traffic safety within a jurisdiction?
Relevant statistical information to back up the effectiveness of the methods used in the Enforcement Strategy category?
A comparison of 2010 citation/warning arrest data to that of 2008 and 2007(and preferably for a in the Enforcement Strategy category?
Completed relevant information for the Bonus Comprehensive Traffic Safety section?
Have you also:
Organized the sections of your entry in the order presented in the Criteria document?
Submitted the entry no later than April 1, 2011 to: Maryland Highway Safety Office c/o Tim Richards 7491 Connelley Drive Hanover, MD 21076